

EAST CAROLINA UNIVERSITY
College of Business
Detailed Course Information

I. Course
MIS 4153 Web Application Development for Business
II. Instructor & Textbook Information
<p>All instructors in the College of Business are either academically or professionally qualified to teach their courses. All graduate classes are taught by faculty with terminal degrees in the relevant field of study. Faculty who teach online courses also teach face-to-face campus courses.</p> <p>To review current textbook information visit the bookstore's website: http://epos2.sequoiars.com/ePOS?form=cat.html&cat=1&store=458 and follow the link at the bottom of the page.</p>
III. Expanded Course Description
<p>The goal of the course is to explore the evolving technologies that drive interactive web sites and how they are impacting business. Students will develop the skills to learn about emerging technologies independently. Students will complete a series of projects using the actual technologies throughout the semester and examine their impact on business processes. In addition, students will research additional emerging technologies/tools tools and present their findings to the class.</p> <p>Pre-requisites for this class are: MIS 3063</p>
IV. Course Objectives
<p>Students who successfully complete the course will be able to:</p> <ul style="list-style-type: none">• Explain the application development environment and infrastructure• Discriminate between several web application development technologies and the business applications• Prepare and analyze answers to problems related to these technologies• Evaluate and recommend an evolving technology based on research• Convince others of the benefits of emerging technologies in a business setting• Summarize how particular technologies impact business and business processes• Develop simple web-based solutions to business problems
V. Course Topics
<ul style="list-style-type: none">• Internet/Web Application Environment• HTML• XML• PHP or other scripting language• MySQL or other database used in web applications• OpenSource solutions or equivalent proprietary solutions• Evolving technologies/issues

- Selling & marketing on the web
- B2B strategies
- Online auctions, communities, portals
- Web server hardware & software
- E-commerce security
- Payment systems
- E-commerce planning

VI. Required Coursework

Exact requirements may vary, but typically, to successfully complete this course, the student will be required to complete a series of technology based assignments using HTML, PHP, MySQL, and XML. In addition a final group project using an open-source application will also be developed.

VII. Course Communication & Interaction

This class makes extensive use of discussion boards, blogs, and wikis to enhance collaboration and shared learning.

VIII. Computer/Technical Requirements Additional Notes/Comments

The university recommends specific technology when taking an online class. These recommendations can be found at: <http://www.ecu.edu/ace> . All online courses require ready access to the Internet and a suitable personal computer.

In addition to the university requirements this class requires:

- reliable Internet access (cable modem is best)
- access to a PC where specific internet development software can be installed

IX. Additional Information

Disabilities: ECU seeks to comply fully with the Americans with Disabilities Act (ADA). The Department for Disability Support Services adapts the generalized services to the specialized needs of individuals with disabilities. Students requesting accommodations based on a disability must be registered with the Department for Disability Support Services located in Slay 138 (252) 737-1016 (Voice/TTY). Additional program information is available at <http://www.ecu.edu/cs-studentlife/dss/>

Calendar: This class typically follows the standard ECU [academic calendar](#) for the semester in which it is taken.

X. Additional Notes/Comments

ECU maintains accreditation with [The Association to Advance Collegiate Schools of Business \(AACSB\)](#). To comply with the constant quality improvement objectives of the AACSB, adjustments are made to all course requirements. Contact the instructor for this class the semester you plan to take it to obtain detailed information.